

## Conference Program

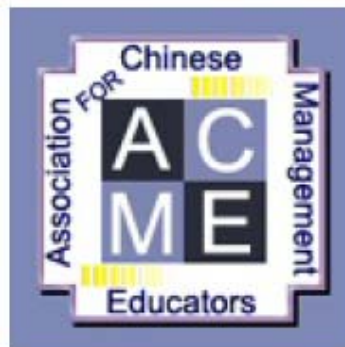
**The 27<sup>th</sup> International Conference on Pacific Rim Management**

**July 27-29, 2017**

**Sponsored by California State University, Los Angeles**

**California, USA**

**Organized by the Association for Chinese Management Educators (ACME)**



*Special thanks to California State University, Los Angeles  
for hosting and supporting this event*

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- Contemporary Management Research: Wen-Chang Fang, National Taipei University, Taiwan
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- Journal of Integrated Enterprise Systems: Huei Lee, Eastern Michigan University, USA

## Message from the ACME President

Welcome to the 27th International Conference on the Pacific Rim Management (ICPRM 2017), official annual meeting of ACME. As the President of the ACME, I would like to thank all the people who contributed to this conference and made it possible--paper submitters/presenters for your willingness to share your thoughts, participants for coming here, organizers for your excellent plan and work, California State University at Los Angeles for the conference logistics, and ACME Board members for your leadership and support.

On behalf of ACME community, I'd like to express our gratitude to California State University at Los Angeles. We appreciate the support from Dean James A. Goodrich, Associate Dean Edward Hsieh, Chair Kern K. Kwong, Dr. Hsing Fang and many other faculty members and staff of the College of Business and Economics at California State University, Los Angeles. Their dedication and endeavors have ensured this conference a successful event.

It has been my great pleasure to serve as the President of the ACME in the past year. The ACME's goal is to provide a forum for business educators and practitioners to exchange information and to stimulate cooperation between academia and industry in the Pacific Rim region. Since 1988, ACME's annual conference has been a forum for researchers and practitioners in management all over the world to share research ideas and to network. The Association and its annual conference have gained more international visibility and influence in the recent past years. I hope that our Association and conference will be able to maintain this trend and attract more members and participants in the future.

Thank you very much and have a great time during the conference.

Otto Chang, Ph.D.

President, ACME 2016-17

Paul E. Shaffer Professor of Accounting, Indiana University-Purdue University Fort Wayne



# The 27<sup>th</sup> International Conference on the Pacific Rim Management CONFERENCE PROGRAM

The 27<sup>th</sup> International Conference on the Pacific Rim Management  
California State University, Los Angeles

## Conference Program/Schedule:

Day 1 (July 27)			
Time		Event	Location
Start	End		
14:00	18:00	Registration	TBA
16:00	18:00	ACME Board and Officers Meeting	TBA
Day 2 (July 28)			
8:00	Noon	Registration (Morning)	Library, North Basement Hallway
Noon	18:00	Registration (Afternoon)	Student Union, Los Angeles Room
Section 1 (Library)			
8:45	10:30	Registration and Breakfast (LN B131: Library Community Room)	
Section 2 (Library)			
10:30	12:00	2A (LN B137: Dean's Conference Room) Finance I	2B (LN B131: Library Community Room) Business I
12:15	13:45	Luncheon (Student Union)	Student Union, Los Angeles Room
Section 3 (Student Union)			
13:45	15:15	3A (Alhambra Room) Finance II	3B (Montebello Room) Marketing I 3C (Pasadena Room) Information System I
15:15	15:45	Coffee Break	Student Union, Los Angeles Room
Section 4 (Student Union)			
15:45	17:15	4A (Alhambra Room) Accounting	4B (Montebello Room) Management I 4C (Pasadena Room) Virtual Presentation
17:30	21:00	General Section: Keynote Speech and Dinner Keynote Speech Topic: TBA Speaker: Professor Fan Yong	Student Union, Los Angeles Room
Day 3 (July 29)			
8:00	Noon	Registration	Student Union, Los Angeles Room
Section 5 (Student Union)			
8:45	10:15	5A (Montebello Room) Business II	5B (Pasadena Room) Information System II
10:15	10:30	Coffee Break	
Section 6 (Student Union)			
10:30	12:00	6A (Montebello Room) Management II	6B (Pasadena Room) Economics

## Conference Presentations and Schedule

**Day 2, Friday, July 28, 2017**

**Session 1: 8:45 AM – 10:30 AM**

**Registration and Breakfast**

**Library LN B131: Library Community Room**

**Session 2: 10:30 AM – 12:00 noon, July 28, 2017**

**Concurrent Session 2A: Finance I**

**Library LN B137: Dean’s Conference Room**

**Chair: Dr. K.C. Chen**

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K.C.Chen,

Hideharu Funahashi, Evaluating Conditions and Terms of the AT&T and DirecTV Merger

Nicole Warmerdam

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Walaa Elkeshi Towards A Comprehensive Framework For Corporate Governance Risk

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Songling Yang,

Miao Wang, Do Cross Shareholding Relief the Risk of Stock Market Crash?

Tingli Liu

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**Concurrent Session 2B: Business I**

**Library LN B131: Library Community Room**

**Chair: Dr. Thomas Menkhoff**

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Thomas Menkhoff Flipping a Course on Entrepreneurial Leadership in Ethnic Chinese Business – A Mobile Learning Perspective

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Yingying Liao

Ebrahim Soltani

A qualitative study of quality improvement in telecom industry: the primacy of management

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Muhammad Ishfaq

Khan

Impact of Individual’s personality traits on Entrepreneurial Intention: Mediating role of

Entrepreneurial Passion and Moderating role of individual’s Network

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Xuebing Su,

Siu-Man Ng

The Differential Impacts of Collective Psychological Ownership and Membership

Identification on Work Burnout and Engagement

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**Luncheon, 12:15 PM – 13:45 PM, Student Union, Los Angeles Room**

**Session 3: 13:45 PM – 15:15 PM, July 28, 2017**

**Concurrent Session 3A: Finance II**

**Alhambra Room, Student Union**

**Chair: Dr. Hsing Fang**

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Yongkul Won,	Revisiting the determinants of Korean Foreign Direct Investment: Is Africa different?
Gil Seong Kang	
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Ajab Khan Burki	Discount rate and industrial performance

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**Concurrent Session 3B: Marketing I**

**Montebello Room, Student Union**

**Chair: Dr. Yun Chu**

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Yun Chu,	Trust between American Customers and Their Institutions in Social Networks
Jianyu Ma	
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Ainabar Augustine E.	Patriarchy and the State of the Women Participation in Governance in Edo State of Nigeria
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Pin Luarn,	Analysis of Potential Consumer Demand for Wristband Smart Devices
Hong-Wen Lin,	
Ya-Cing Jhan	

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**Concurrent Session 3C: Information System I**

**Pasadena Room, Student Union**

**Chair: Dr. Kuo Lane Chen**

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Yuehjen Shao,	Applying ARIMA and Artificial Neural Networks Approaches to the Predictions of PM2.5 in Taipei and Kaohsiung, Taiwan
Chun-Yuan Lu	
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Judy Lin,	An examination of social networking service user behavior
Chin-Lung Hsu	
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Huei Lee,	Digital Marketing Applications Development for Smartphones and Tablets
Kuo Lane Chen,	
Clarence Lee	

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**Coffee Break, 15:15 PM – 15:45 PM, Student Union, Los Angeles Room**

**Session 4: 15:45 PM – 17:15 PM, July 28, 2017**

**Concurrent Session 4A: Accounting**

**Alhambra Room, Student Union**

**Chair: Dr. Lijuan Zhao**

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Audra Ong,	Introductory Financial Accounting: Students Expectations of Exam Performance and the
Peter Savoni	Actual Results
Eugenia Huang,	Why do people purchase mobile apps? An interpretation based on Mental Accounting Theory
Hsiao-En Chen	and Consumption Value Theory
Hanmei Chen,	
Shaowen Hua,	Internal Control Quality and CEO-CFO Career Heterogeneity
Xiaojie Christine Sun,	
Lijuan Zhao	

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**Concurrent Session 4B: Management I**

**Montebello Room, Student Union**

**Chair: Dr. Kern Kwong**

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Veena P. Prabhu,	
Stephen McGuire,	
Kern Kwong,	
Robert L. Tang,	Preferences for Autocratic or Benevolent Leadership Among College Students from Pacific
Clement So,	Rim Cities
Jinfeng Wang,	
Minghao Shen,	
Xiaoli Li	
Irene Hau Siu Chow	The role of motivation and trust in linking empowering leadership - employee creativity

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**Concurrent Session 4C: Virtual Presentation**

**Pasadena Room, Student Union**

**Chair: Dr. Joey Tsai**

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Tong Trung Tin	Determinants of Banks' Capital Structure: Evidence from Vietnamese Commercial Banks
John Francis Diaz	
Adadu Michael Ushie,	The Impact of Corporate Social Responsibility on Organisational Performance and
Jude Bassey	Customer's Demand: Evidence from Southern Nigeria's Firms
Luu Tien Thuan,	Impact factors to information sharing in supply chain: A Survey of Vietnamese Enterprises
Nguyen Thi Ba Thuan,	in the Mekong Delta

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Nguyen Thu Nha Trang

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**Keynote Speech and Dinner, 17:30 – 21:00, Student Union, Los Angeles Room**

**Bio of Professor Fan Yong  
 Vice President of East China Jiaotong University(ECJTU)**



**Professor Fan Yong is the Vice President of East China Jiaotong University(ECJTU), in charge of the university’s international cooperation and affairs. He is also a professor at the School of Economics and Management with expertise in labor relations and labor laws.**

**ECJTU** is one of the renowned multi-disciplinary and comprehensive universities in China; and it focuses on railway-related disciplines and features the transportation engineering. It was established in 1971, when the State Council approved of combining both College of Locomotive and Rolling Stock in Shanghai Jiaotong University and College of Railway Engineering in Tongji University together to establish Shanghai Railway Institute, which was later renamed East China Jiaotong University and transferred to Jiangxi Province. Since 1978, ECJTU and Shanghai Railway Institute ran independently as two universities and then was affiliated to the Railway Ministry of China. In 2000, the university was reformed to be co-sponsored by both central and provincial governments.

Professor Fan earned his bachelor's degree in political science from Nanchang University and his Master's degree in Management from Huazhong University of Science and technology. He also obtained a lawyer qualification certificate in 1993.

Professor Fan has done many studies in his fields and published more than 20 papers on academic journals and 3 monographs and textbooks.

Professor Fan has been the Deputy Director of Economics in Jiangxi Provincial CTGC (College Teaching Guidance Committee); the Standing Director of Jiangxi Provincial EIEA (Education International Exchange Association); and the Assessment Expert of Ministry of Education Chinese and Foreign Cooperation in Running Schools

**Day 3, Saturday, July 29, 2017**

**Session 5: 8:45 AM – 10:15 AM**

**Concurrent Session 5A: Business II**

**Montebello Room, Student Union**

**Chair: Dr. Otto Chang**

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Obianuju Okeke-Uzodike	Inclusivity in education: A myth or reality for the missing middle
Otto Chang Mike Slaubaugh	U.S. Sustainable Business Practices: A Survey on Implementation
Jianyu Ma, Yun Chu, Mingzhai Geng	Public Finance Management at State Level of United States

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**Concurrent Session 5B: Information System II**

**Pasadena Room, Student Union**

**Chair: Dr. Huei Lee**

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I Yu Liu, Huei Lee	Integrating the Framework of Big Data Analytical Systems for Decision Making
Eugenia Huang, Kai Teng Cheng, Yuan-Hung Liu, Wei-Ti Shih, Hsiao-En Chen Sheng-Wei Lin	The Effect of M-Commerce Effort on Reputation
Steve Hsueh; Ming Wang	Accountability, Predictability, Balanceability, and Policy (APBP) for Service Design by Cognitive Analytics

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**Coffee Break, 10:15 AM – 10:30 AM**

**Session 6: 10:30 AM – 12:00 noon, July 29, 2017**

**Concurrent Session 6A: Management II**

**Montebello Room, Student Union**

**Chair: Dr. Bo Li**

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Wiktor Adamus,	Cluster Initiatives Management
Dominika Walec	
Sheng-Wei Lin	The Approach to Attract Consumers' Online impulse buying: Message Framing and Visual Puffery

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**Concurrent Session 6B: Economics**

**Pasadena Room, Student Union**

**Chair: Dr. Yueyun Bill Chen**

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Yueyun-Bill Chen	The Productivity, Economic Structure and Middle-income Trap
Barbara Son	Pharmaceutical Spending and Policy Implications for South Korea vs. OECD Countries
Muhammad Ishfaq Khan,	Impact of social identity on entrepreneurial intention: Mediating role of entrepreneurial passion, Moderating role of market orientation
Ismatullah Butt	

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## Attendee Index

Last Name	First Name	Session	Last Name	First Name	Session	Last Name	First Name	Session
Adamus	Wiktor	6A	Huang	Eugenia	4A	Ma	Jianyu	5A
Burki	Ajab	3A	Huang	Eugenia	5B	McGuire	Stephen	4B
Chang	Otto	5A	Khan	Muhammad	2B	Menkhoff	Thomas	2B
Chen	K.C.	2A	Khan	Muhammad	6B	Okeke-Uzodike	Obianuju	5A
Chen	Kuo Lane	3C	Kwong	Kern	4B	Ong	Audre	4A
Chen	Hsiao-En	4A	Lee	Huei	3C	Prabhu	Veena	4B
Chen	Hsiao-En	5B	Lee	Huei	5B	Son	Barbara	6B
Chen	Yueyun	6B	Liao	Yingying	2B	Sun	Xiaojie Christine	4A
Cheng	Kai-Teng	5B	Lin	Judy	3C	Thuan	Luu Tien	4C
Chow	Irene	4B	Lin	Sheng-Wei	5B	Ushie	Adadu	4C
Chu	Yun	3B	Lin	Sheng-Wei	6A	Wang	Ming	5B
Chu	Yun	5A	Lu	Chun-Yuan	3C	Won	Yongkul	3A
Diaz	John	4C	Luarn	Pin	3B	Yang	Songling	2A
Elkelish	Walaa	2A	Ma	Jianyu	3B	Zhao	Lijuan	4A
Hsueh	Steve	5B						